



**"It's Like a County Fair for Dogs!" 10am-4pm Saturday, July 8, 2017**

### 2017 Sponsorship Opportunities

Promote your business at Snohomish County's largest dog-friendly event. The 11<sup>th</sup> Annual Poochpalooza Outdoor Dog Event is a fun-filled day for people & dogs.

The "Pooch" is your company's opportunity to promote products and services to Marysville area pet owners and their dogs!

**Sponsorship Deadline:**  
June 16, 2017

**Poochpalooza Date:**  
**Saturday, July 8, 2017**  
10:00am-4:00pm  
Asbery Field @ Totem Sch.  
4<sup>th</sup> & Alder Ave.,  
Marysville, Wash.

**Event Highlights:**

- 70+ Vendors
- Demonstrations
- Food
- Flyball
- Lure Coursing
- Barn Hunt
- Rainier Agility Team
- Pooch Adoption Fashions & Rescues Runway Show
- Pie Eating Contests
- Pet contests throughout the day
- Running of the Wieners dachshund & mixed breed races

**"Big Dog" Lead Sponsor - \$5000+ Level**

- Company name added to our event title
- Page in the official Poochpalooza Event Guide
- Name/logo on all print materials including advertising, media releases, T-shirts, posters, flyers
- Logo on our event banners
- Recognition at main entrance and stage
- Ability to bring your banners (6) to post at the event
- Promotional booth space 20 x 20
- Ability to provide handout bags
- Logo/name recognition with your company link on both Poochpalooza and M-DOG websites and social media



**"Best in Show" Sponsor - \$2,000-\$2,500 Level**

- Name listed as event sponsor in official Poochpalooza Event Guide
- Name/logo on back of event T-shirt
- Page ad space in official Poochpalooza Event Guide
- Recognition during events on main stage
- Logo/name recognition with your company link on both Poochpalooza and M-DOG websites and social media
- Promotional booth space 20 x 20
- Ability to provide event bags to be handed out
- Ability to post up to (3) banners at the event



**"Fur"-lanthropist Sponsor - \$500-\$1,999 Level**

- Name listed as event sponsor in official Poochpalooza Event Guide/Schedule
- 1 banner (provided by sponsor) to display at event
- 10 x 10 booth space
- Name/logo recognition with your company link on both Poochpalooza and M-DOG websites and social media



**For the Love of Dogs - \$250-499 or In-Kind Sponsorship Level**

- Name listed as event sponsor in official Poochpalooza Event Guide/Schedule
- Banner (provided by sponsor) displayed at the event
- Name/logo recognition with company link on both Poochpalooza.org and m-dog.org websites and social media



## Event Profile

### Poochpalooza Sponsorship Levels

**Top Dog**  
\$5,000+

**“Best in Show”**  
\$2,000-\$2,500

**“Fur”-lanthropist**  
\$500-\$1,999

**For Love of Dogs**  
\$300-\$499

**Sponsorship Deadline:**  
June 16, 2017

**Poochpalooza Date:**  
**Saturday, July 8, 2017**  
10:00am-4:00pm  
Asbery Field @ Totem Sch.,  
4<sup>th</sup> & Alder Ave.,  
Downtown Marysville, WA

#### Event Highlights:

- 70+ Vendors
- Demonstrations
- Flyball
- Lure Coursing
- Barn Hunt
- Rainier Agility Team
- Doggie Fashion Runway Show
- ‘Running of the Wieners’ dachshund & mixed-breed races
- Pie Eating Contests
- Wacky pet contests

#### Basic Description

Poochpalooza gives dogs the day out they deserve! This outdoor dog event in Marysville, Wash. showcases pooches at their best and brightest. Poochpalooza is hosted by the Marysville Dog Owners Group (M-DOG), with key support from numerous event sponsors, dozens of pet vendors, demonstrators and hard-working volunteers. This event does more than keep tails wagging – it’s M-DOG’s annual event to raise funds to support Marysville’s premier off-leash dog park, Strawberry Fields for Rover. M-DOG provides stewardship and maintenance of the park. At “The Pooch”, no dog is too sassy, uptown or scrappy. We just want visitors and their four-legged best friends to have a blast. If dogs were event planners, they’d do Poochpalooza!

#### Highlights

- \* 70+ Vendors
- \* Food
- \* Fashions & Rescues Runway Show (with adoptable pooches)
- \* Wacky Pet & Pie Eating Contests
- \* Running of the Wieners Dachshund Championship Races
- \* Mixed-breed Races
- \* Lure Coursing and Barn Hunt
- \* Flyball – Seattle FlyDogs
- \* Rainier Agility Team
- \* More demos TBA

#### Target Audience

Pet lovers – families, youth, teens, adults and seniors.  
Anticipated attendance: 3,600+  
Date and Time: Saturday, July 8, 2017 10 a.m.-4:00 p.m.  
Location: Asbery Field, 4<sup>th</sup> & Alder Ave., downtown Marysville

#### Promotional Plan

- **Posters:** 220 delivered to businesses, schools, libraries and parks in Marysville, around the region, and pet businesses outside area
- **Flyers/Rack Cards:** 2,200 distributed to public facilities, high-volume pedestrian businesses that cater to shoppers with pets
- Marysville Government Access **Channels TV21 and TV25**
- Community Information **digital bulletin board** in downtown
- Paid advertisement in **City Dog Magazine & Pet Connection**
- Paid advertisement in **Marysville Strawberry Festival tabs** In June
- Paid advertisements in various local/regional **newspapers**
- Special **invitations** to vendors and pet participant performers
- **Media releases**
- **Website/Facebook/Twitter** information
- Numerous **print and online event/tourism calendars**